



STEVEN M. FULOP  
MAYOR OF JERSEY CITY

CITY OF JERSEY CITY  
OFFICE OF THE MAYOR

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302  
P: 201 547 5500 | F: 201 547 5442



STEVEN M. FULOP  
MAYOR OF JERSEY CITY

**FOR IMMEDIATE RELEASE**  
November 21, 2018

**Contact:** Ashley Manz  
Ph: 201-376-0699  
Email: amanz@jcnj.org

**\*\*\*Press Release\*\*\***

***Jersey City Declares Small Business Saturday As Part of  
Shop Jersey City, Buy Local Campaign***

***SHOP JERSEY CITY BUY LOCAL Kicks-Off Third Year With Seasonal Events, Free Holiday Parking and  
More Activities to Engage Residents and Visitors Alike***

**JERSEY CITY – Mayor Steven M. Fulop and the Jersey City Economic Development Corporation** have declared Saturday, November 24, 2018, “Small Business Saturday” as part of **SHOP JERSEY CITY BUY LOCAL**, the citywide campaign that supports local and independently-owned businesses, just in time for the 2018 holiday season.

In its third year, **SHOP JERSEY CITY BUY LOCAL** drives traffic and awareness around Jersey City’s diverse selection of small businesses in every business district throughout the City. This season, the campaign includes branding participating businesses with a **SHOP JERSEY CITY BUY LOCAL** pennant string to hang inside and outside of the storefronts, free holiday parking in nine designated municipal lots from November 23rd to December 31<sup>st</sup> and community events highlighting small businesses around the City.

“Small Business Saturday is an important recognition as we continue to ensure Jersey City is driven by locally-owned, small business owners,” said **Mayor Fulop**. “I encourage the community to shop this holiday season at a local business or restaurant where the owners are neighbors, friends and people who are working to improve the quality of life across our City.”

More than 600 new small businesses have opened in Jersey City in the past five years, with more than 8,000 jobs created and unemployment reaching historic lows. The Fulop administration has been aggressive in assisting small business growth across the city.

For more information, please watch the 2018 SHOP JERSEY CITY BUY LOCAL commercial: <https://youtu.be/Z-xCQNWH8rQ>

**SHOP JERSEY CITY BUY LOCAL Events and Details:**

*November 23 – December 31, 2018: Holiday Parking*

Shoppers may park in select municipal lots for two hours for free. You may view map of participating lots at this web address: <http://bit.ly/2S69aKU>

*November 24, 2018, 10am - 7pm: BWS JC Retail Crawl*

Black Wall Street JC (BWS JC) is a Networking Association for Entrepreneurs, Professionals and Business owners which celebrates the innovation and economic power within Black communities within Jersey City. Join the crawl to discover and support minority-owned businesses. <https://www.eventbrite.com/e/black-wall-street-jersey-city-retail-crawl-tickets-52738597565>

*November 24, 2016: Reusable Tote Bags*

Central Avenue Special Improvement District will be distributing 13,000 reusable tote bags at 52 participating businesses starting on Small Business Saturday and while supplies last during the holiday season.

*December 1-2, 11am-6pm: Project: Market*

The City of Jersey City and THE JERSEY CITY PROJECT hosts this heated outdoor market located in the City Hall Plaza highlighting local, celebrating seasonal, and encouraging economic growth throughout the community. For more information, visit: [thejerseycityproject.com](http://thejerseycityproject.com) and Instagram: @thejerseycityproject -- for vendor updates, giveaways, and more.

*December 3, 6pm: HDSID Annual Tree/Menorah Lighting with Mayor Fulop and Santa at the Pedestrian Mall*

The Historic Downtown Special Improvement District presents its Annual Historic Downtown Tree Lighting and Menorah Ceremony. Join Mayor Fulop and Santa in celebrating the holiday season. Smile Preschool and Nursery will give out toys to children in need for the Holiday Season from 5:30 - 6:30 (while supplies last). Music by: Anthony Vito Susco- (The) Rock-it Docket and the Dr. Ronald E. McNair Academic High School Choir.

*Mondays and Thursdays, December 10-21, 4pm to 8pm and December 22, 12-5pm: Historic Downtown Special Improvement District Holiday Market*

The Artist & Maker Market is back for the holiday season. Find fabulous gifts for everyone from local artists and small businesses at the Grove Street Path Plaza every Monday and Thursday before Christmas.

*Urban Enterprise Zone - 3.3125% Sales Tax*

One-third of Jersey City is designated as Urban Enterprise Zone (UEZ). The UEZ Program was started to cultivate an economic climate for revitalizing designated urban communities and stimulating growth by encouraging businesses to start and develop private-sector jobs through public and private investment. Customers pay half the normal sales tax at participating registered UEZ businesses.

***About SHOP JERSEY CITY BUY LOCAL***

The SHOP JERSEY CITY BUY LOCAL campaign was designed and developed by the Jersey City Economic Development Corporation and the six special improvement districts: Central Avenue, Exchange Place Alliance, Historic Downtown, Jackson Hill Main Street, Journal Square and McGinley Square.

**All media inquiries should be directed to Ashley Manz at [amanz@jcnj.org](mailto:amanz@jcnj.org) or 201-376-0699.**